



USAID
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GET TOGETHER FOR THE COMMUNITY



Goals

Strengthen the capacities of communities to plan, finance, and implement solutions for their development challenges and priorities

Duration

September 2021 – September 2027

USAID Funding

\$2 million

Implementing Partner

Association Konekt

in collaboration with

- EVN
- Indigo
- Apolonia Foundation, Gevgelija

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BACKGROUND

Philanthropic giving has the potential to generate substantial local resources for social impact and the country's development. While more than half of North Macedonia's companies engage in philanthropic giving, contributions often are not invested strategically, nor are companies able to measure impact. Much of the philanthropic support is directed to meeting emergency needs of individuals. Further, civil society organizations (CSOs)—which play an important role in carrying out development and social impact activities—are almost entirely donor-dependent. Eighty-nine percent of CSOs in North Macedonia have never received funds from local sources. Municipalities have started to engage citizens in identifying community priorities and addressing them. However, their ability to do this is challenged by a lack of human and financial resources to put effective mechanisms in place. Philanthropy is a powerful tool and can enable citizens, the private sector, and CSOs to address development challenges in communities while also addressing social impact for the country's overall development.

PROGRAM DESCRIPTION

This program is part of USAID North Macedonia's Local Works initiative that empowers local actors to take the lead in identifying and addressing development challenges in their own communities. Get Together for the Community will focus on the municipalities of Gostivar, Ohrid, Struga, Strumica, Gevgelija, Chair, and Shuto Orizari.

Konekt will use a variety of methods to stimulate discourse about community priorities; seek participatory approval for those initiatives; and strengthen community members' capacity to raise local funds in an inclusive, effective, and sustainable manner to carry out initiatives.

The program will:

- identify local CSOs that can serve as Local Action Hubs in each of the participating municipalities where engaged citizens and groups can meet, discuss ideas and solutions to local challenges, and access resources and training;
- create local Giving Circles that mobilize and cultivate philanthropic funding from local individual and corporate donors for community development initiatives;
- promote the use of a free-to-use platform for community engagement among citizens and local elected officials, which incorporates feedback mechanisms and citizen participation in choosing municipal priorities;
- facilitate volunteering initiatives and Give4Good local awards to showcase successful initiatives;
- harness EVN's Customer Service Centers to disseminate information about charitable giving opportunities in their community, thereby reaching citizens who are not digitally active;
- conduct local media campaigns to increase engagement in the above activities by different sectors, such as youth, individual businesses, and business associations; and
- prioritize initiatives focusing on youth engagement, empowering women, and inclusion of citizens with disabilities.

EXPECTED RESULTS AND IMPACT

- Local actors will be more able to work together, substantially raise the level of local giving, and lead local development.
- Communities will increasingly mobilize or leverage resources to address development priorities and meet local needs.
- New models of local actor mobilization will be developed so other municipalities can use them to achieve the same ends.

